

WHAT IS CLAIMED IS:

1. A user customizable, magnetic advertisement comprising:

a first magnetic layer having a first surface and a  
5 second surface, the first surface further comprising:

a first portion and

a second portion including printed material;

an adhesive affixed to the first portion and configured  
to receive a medium including business information; and

10 a protective layer affixed to the adhesive which may be  
removed to receive the business information medium,

wherein the advertisement is customizable by removing the  
protective layer and affixing the business information medium.

15 2. The magnetic advertisement of claim 1 wherein the  
medium is a business card and the printed material provides  
information associated with a business.

3. The magnetic advertisement of claim 1 wherein the  
20 second portion is a coupon.

4. The magnetic advertisement of claim 1 wherein the  
first layer includes a boundary between the first portion and  
the second portion, the boundary included one of perforations,

indentations, or scoring to aid in the separation of the first portion from the second portion.

5        5.    The magnetic advertisement of claim 1 wherein the second portion includes a frequent purchase coupon.

6.    The magnetic advertisement of claim 1 wherein the second portion includes a service reminder.

10       7.    The magnetic advertisement of claim 1 wherein the second portion includes an appointment reminder.

8.    The magnetic advertisement of claim 1 wherein the second portion includes a tag line including information about  
15    a business.

9.    The magnetic advertisement of claim 1 wherein the second portion is configured to receive written indications.

20       10.    The magnetic advertisement of claim 1 wherein the second portion further comprises designated areas to receive written information.

11. The magnetic advertisement of claim 10 wherein the written information includes one of an appointment, a date and a time.

5 12. The magnetic advertisement of claim 10 wherein the written information includes a service to be performed.

13. The magnetic advertisement of claim 10 wherein the written information includes one of a make, a model, and one  
10 or more services to be performed on a vehicle.

14. The magnetic advertisement of claim 1 wherein the second surface is configured for placement on a magnetic receptive material to display the advertisement.

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15. The magnetic advertisement of claim 1 wherein the magnetic layer is formed in a shape identified with a business.

20 16. The magnetic advertisement of claim 1 wherein the dimensions of the first portion of the first surface are substantially two inches by three and a half inches.

17. A user customized magnetic advertisement comprising:

a first magnetic layer having a first surface and a second surface, the first surface further comprising:

a first portion and

5 a second portion including printed business material;

an adhesive affixed to the first portion;

a medium affixed to the adhesive including information identifying a business.

10 18. The magnetic advertisement of claim 17 wherein the medium is a business card.

19. The magnetic advertisement of claim 17 wherein the second portion is a coupon.

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20. The magnetic advertisement of claim 17 wherein the first layer includes a boundary between the first portion and the second portion, the boundary included one of perforations, indentations, or scoring to aid in the separation of the first  
20 portion from the second portion.

21. The magnetic advertisement of claim 17 wherein the second portion includes a frequent purchase coupon.

22. The magnetic advertisement of claim 17 wherein the second portion includes a service reminder.

23. The magnetic advertisement of claim 17 wherein the  
5 second portion includes an appointment reminder.

24. The magnetic advertisement of claim 17 wherein the second portion includes a tag line including information about the business.

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25. The magnetic advertisement of claim 17 wherein the second portion is configured to receive written indications.

26. The magnetic advertisement of claim 17 wherein the  
15 second portion further comprises designated areas to receive written information.

27. The magnetic advertisement of claim 26 wherein the written information includes one of an appointment, a date and  
20 a time.

28. The magnetic advertisement of claim 26 wherein the written information includes a service to be performed.

29. The magnetic advertisement of claim 26 wherein the written information includes one of a make, a model, and one or more services to be performed on a vehicle.

5        30. The magnetic advertisement of claim 17 wherein the second surface is configured for placement on a magnetic receptive material to display the advertisement.

10       31. The magnetic advertisement of claim 17 wherein the magnetic layer is formed in a shape identified with a business.

15       32. The magnetic advertisement of claim 17 wherein the dimensions of the first portion of the first surface are substantially two inches by three and a half inches.

33. A method of customizing a magnetic advertisement, the method comprising:

20       providing a magnetic layer including a first portion with an adhesive and a protective layer covering the adhesive and second portion including printed business material;

removing the protective layer to expose the adhesive;

affixing a medium having information identifying a business to the adhesive; and

distributing the magnetic layer with affixed medium.

34. The method of magnetic advertising of claim 33 wherein the medium is a business card.

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35. The method of magnetic advertising of claim 33 wherein the second portion is a coupon.

36. The method of claim 33 further comprising presenting  
10 and redeeming the coupon.

37. The method of magnetic advertising of claim 33 wherein the first layer includes a boundary between the first portion and the second portion, the boundary included one of  
15 perforations, indentations, or scoring to aid in the separation of the first portion from the second portion and further.

38. The method of magnetic advertising of claim 33  
20 wherein the second portion includes a frequent purchase coupon.

39. The method of magnetic advertising of claim 33 wherein the second portion includes a service reminder.

40. The method of magnetic advertising of claim 33 wherein the second portion includes an appointment reminder.

5 41. The method of magnetic advertising of claim 33 wherein the second portion includes a tag line including information about the business.

42. The method of magnetic advertising of claim 33  
10 further comprising writing information on the second portion.

43. The method of magnetic advertising of claim 33 further comprising writing information in designated areas of the second portion.

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44. The method of magnetic advertising of claim 43 wherein the written information includes one of an appointment, a date and a time.

20 45. The magnetic advertising of claim 43 wherein the written information includes a service to be performed.



46. The method of magnetic advertising of claim 43 wherein the written information includes one of a make, a model, and one or more services to be performed on a vehicle.

5 47. The method of magnetic advertising of claim 33 further comprising placing the second surface in contact with a magnetic receptive material to display the advertisement.

48. The method of magnetic advertising of claim 33  
10 wherein the magnetic layer is formed in a shape identified with a business.

49. The method of magnetic advertising of claim 33 wherein the dimensions of the first portion of the first  
15 surface are substantially two inches by three and a half inches.